



Thank you to our presenting partners!



## SMALL BUSINESS SERIES SPRING/SUMMER 2017 @ RPL

### Starting A Business

This information session targets young entrepreneurs ages 18-39 who are wanting to understand their options for creating a business. Learn about business planning, start-up financing, pre-launch coaching and mentorship programs available for Canadians. In partnership with Futurpreneur Canada

#### Brighthouse Branch (100-7700 Minoru Gate)

19+yrs

Registered program

Apr 10

Mon

6:30-7:30pm

Community Place Room

Click Here:

[http://rpl.yourlibrary.ca/events\\_calendar?trumbaEmbed=view%3Devent%26eventid%3D122520941](http://rpl.yourlibrary.ca/events_calendar?trumbaEmbed=view%3Devent%26eventid%3D122520941)



### How To Develop Cash Flows

You are in business. Contracts are coming and you are feeling great. Congratulations! But it's not a steady climb to success: every business faces the ups and downs of economic cycles, both of particular industries and the economy overall. What can you do to make sure you survive, in fat times and in lean? What early warning signals tell you when it's time to ramp up, time to invest, time to cut back and time to hunker down?

In this seminar you will:

- Learn how to develop a comprehensive cash flow plan
- Learn to develop alternative scenarios
- Hear lessons from the "Wealthy Barber" applied to business
- Recognize "red light" and "green light" signs in good and bad times
- Learn how to "ramp up" your business with caution

#### Brighthouse Branch (100-7700 Minoru Gate)

19+yrs

Registered program

Apr 26

Wed

6:30-7:30pm

Living Room

Click Here:

[http://rpl.yourlibrary.ca/events\\_calendar?trumbaEmbed=view%3Devent%26eventid%3D122597488](http://rpl.yourlibrary.ca/events_calendar?trumbaEmbed=view%3Devent%26eventid%3D122597488)



### Product-Market Fit

Thinking of starting a new business? Not sure where to start? Not sure how to get your first customers? Not sure if entrepreneurship is for you?

Come join us on May 1st to learn about finding Product-Market fit and what it takes to build a successful startup.

#### Brighthouse Branch (100-7700 Minoru Gate)

19+yrs

Registered program

May 1

Mon

6:30-8:00pm

Living Room

Click Here:

[http://rpl.yourlibrary.ca/events\\_calendar?trumbaEmbed=view%3Devent%26eventid%3D122520804](http://rpl.yourlibrary.ca/events_calendar?trumbaEmbed=view%3Devent%26eventid%3D122520804)



### Identifying Your Customers: Key To Market Research

You have a business idea that everyone says you should pursue. That's encouraging, but how will you figure out if there's a large enough market for your product or service to support you in your own business? Or, if you've already launched and the clients aren't beating down your door, how can you find them?

In this seminar, you will:

- Learn how to determine who your customers are and how to reach them
- Learn about the different benefits and drawbacks of a variety of market research tools
- Identify the best market research approach for your own business

#### Brighthouse Branch (100-7700 Minoru Gate)

19+yrs

Registered program

May 17

Wed

6:30-7:30pm

Living Room

Click Here:

[http://rpl.yourlibrary.ca/events\\_calendar?trumbaEmbed=view%3Devent%26eventid%3D122597488](http://rpl.yourlibrary.ca/events_calendar?trumbaEmbed=view%3Devent%26eventid%3D122597488)



### Small Business Audits

Not sure how to prepare for an audit? Want to know what to expect? Join David Turpin, a tax expert from the BC Ministry of Finance, to learn more about what happens before, during and after an audit.

#### Brighthouse Branch (100-7700 Minoru Gate)

19+yrs

Registered program

May 24

Wed

6:30-8:00pm

Community Place Room

Click Here:

[http://rpl.yourlibrary.ca/events\\_calendar?trumbaEmbed=view%3Devent%26eventid%3D122520886](http://rpl.yourlibrary.ca/events_calendar?trumbaEmbed=view%3Devent%26eventid%3D122520886)



## Things A Lender Looks For In Business Plans

You have a great business idea. Your family and friends think you will be successful – but – have you explored the many challenges your start-up may face? Do you have sufficient funds to cover all the start-up costs? What happens if you don't have any customers in the first few months?

In this seminar you will:

- Identify the key areas for a start-up to be successful
- Identify the many challenges a start-up may encounter
- Learn to mitigate many of these challenges
- **Learn to develop a well-prepared business plan**
- Understand what a banker must see to approve your loan request

### Brighthouse Branch (100-7700 Minoru Gate)

19+yrs

Registered program

May 31

Wed

6:30-7:30pm

Living Room

Click Here:

[http://rpl.yourlibrary.ca/events\\_calendar?trumbaEmbed=view%3Devent%26eventid%3D122521280](http://rpl.yourlibrary.ca/events_calendar?trumbaEmbed=view%3Devent%26eventid%3D122521280)

## Making The Most Of Your Money

You may be applying for a loan but don't know if your credit score will help you or hurt you. Your business idea is advancing with expansion around the corner. All signs say that you are on the right track, if you only had access to more funding to support increased sales. Where do you turn to get access to financing you need to start or grow your business? Discover business account options and cash management strategies to facilitate your business operating needs.

In this seminar, you will:

- Learn about credit history and why it is important
- Learn how to maintain good credit history
- Identify common places to find business financing
- Learn what business accounts might suit you best

### Brighthouse Branch (100-7700 Minoru Gate)

19+yrs

Registered program

Jun 14

Wed

6:30-7:30pm

Living Room

Click Here:

[http://rpl.yourlibrary.ca/events\\_calendar?trumbaEmbed=view%3Devent%26eventid%3D122597506](http://rpl.yourlibrary.ca/events_calendar?trumbaEmbed=view%3Devent%26eventid%3D122597506)

The logo for Vancity, featuring the word "Vancity" in a bold, red, sans-serif font.

## Optimizing Your Social Media Plan

You are in business. Everyone says you should be on social media. But you're unsure where and how to begin. Or, your business may already be on social media, but you're finding it difficult to keep up with.

In this seminar, you will:

- Learn how to develop your social media strategy
- Identify if social media is appropriate for your business. If so, which channels, specially
- Learn how to create a robust content calendar
- Understand how much time and resources are needed to manage your social media presence

**Brighthouse Branch (100-7700 Minoru Gate)**

19+yrs

Registered program

Jul 12

Wed

6:30-7:30pm



Living Room

Click Here:

[http://rpl.yourlibrary.ca/events\\_calendar?trumbaEmbed=view%3Devent%26eventid%3D122597507](http://rpl.yourlibrary.ca/events_calendar?trumbaEmbed=view%3Devent%26eventid%3D122597507)

**Create Your Business Plan**

Figuring out *what* to write about in your business plan is easy: the formula’s been tested and proven a million times over. The hard part is figuring out exactly *how* to write about your business so that it’s clear, concise, and convinces others to support you in turning your exciting idea into a thriving business.

In this workshop you will:

- Learn ways to inject your business plan with the energy and passion you have for your actual business
- Participate in interactive activities that relate specifically to your own business and business plan
- Receive tools to help you improve the six areas of your business plan that lenders look at most closely
- Hear stories from a Vancity lender about actual business plans that have gotten their attention – for better or worse

**Brighthouse Branch (100-7700 Minoru Gate)**

19+yrs

Registered program

Aug 16

Wed

6:30-7:30pm



Living Room

Click Here:

[http://rpl.yourlibrary.ca/events\\_calendar?trumbaEmbed=view%3Devent%26eventid%3D122597517](http://rpl.yourlibrary.ca/events_calendar?trumbaEmbed=view%3Devent%26eventid%3D122597517)

*A very special thank you to all our partners who have made this program series possible.*

For more information about Richmond Public Library’s programs, and to register for an event, visit the library’s online event calendar at [www.yourlibrary.ca/events](http://www.yourlibrary.ca/events) or call 604.231.6413.

